

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of: Gus Lopez et al. ) Confirmation: 3436  
)  
Application Number: 10/664,820 ) Art Unit: 3625  
)  
Filing Date: September 17, 2003 ) Examiner: Mila Airapetian  
)  
Title: Method And System For Price ) Docket No.: 170101-1381  
Suggesting Using Item-Specific ) (formerly 249768011US1)  
Attributes )

**POWER OF ATTORNEY/CHANGE OF ADDRESS/REVOCATION OF PRIOR POWERS BY  
ASSIGNEE OF ENTIRE INTEREST**

Commissioner for Patents  
United States Patent and Trademark Office  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Amazon.com, Inc., assignee of record of the entire right, title, and interest in the above identified Patent Application,

**REVOCATION OF PRIOR POWERS OF ATTORNEY**

revokes all powers of attorney previously given in the above identified Patent Application, and

**NEW POWER OF ATTORNEY**

appoints the attorney's associated with Customer Number 71247 to prosecute and transact all business in the Patent and Trademark Office connected with the above identified Patent Application, recognizing that the specific attorneys listed under Customer Number 71247 may be changed from time to time at the sole discretion of Thomas, Kayden, Horstemeyer & Risley, LLP.

**CHANGE OF ADDRESS**

Please recognize or change the correspondence address for the above identified Patent Application to the address associated with Customer Number 71247 which is

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**STATEMENT UNDER 37 C.F.R. §3.73(b)**

Amazon.com, Inc. is the Assignee of the entire right, title, and interest in the above identified Patent Application by virtue of an assignment from the inventor(s) or from the prior assignee of the above identified Patent Application. This assignment is recorded in the assignment records in the United States Patent and Trademark Office at Reel 020959, Frame 0375.

**ASSIGNEE OF ENTIRE INTEREST**

Amazon.com, Inc.  
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In my official position with Amazon.com, Inc., I am authorized to sign documents and otherwise act on its behalf in connection with the management and handling of Patents, Patent Applications, and other intellectual property matters.

By:   
\_\_\_\_\_  
Scott R. Hayden  
Vice President, Amazon.com, Inc.

Date: MAY 27, 2008